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Macworld2008: Targus launches EcoSmart Radius range of cases

Protect your MacBook, and the planet...

by Amy-Mae Elliott published on 16 January 2008

Targus has launched a new range of "Radius" eco-friendly bags for MacBook and MacBook Pro.

Composed of 100% recycled polyester, recyclable plastic and nickel-free metal, the new line is made of PVC-free material, making the production of the bags less harmful to the environment.

Al Giazzon, vice president of marketing at Targus, said: "The new Radius EcoSmart bags offer MacBook and MacBook Pro users an environmentally healthy and stylish option for carrying and protecting their MacBooks".

In addition to being green, Targus' newest line of MacBook cases include an EVA molded compartment to protect the 15-inch MacBook or MacBook Pro, the cases are also designed to accommodate other Apple essentials such as an iPod, Mighty Mouse and MacSafe Power Adaptor.

The new Radius EcoSmart carrying cases will come in "henna" and be available in three styles: Messenger, Backpack, and Top Loading case.

Targus' new Radius EcoSmart bags will be available in February at Targus.com as well as through retailers and e-tailers for \$99.99 for the Messenger and Top loading styles and \$129.99 for the Backpack.

